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FOR RELEASE UPON RECEIPT

NEW HOSPITALITY MANAGEMENT PROGRAM AT S.G.W.U.

The Continuing Education division of Sir George Williams University will offer a new program in hospitality management this September.

Industry professionals have been recruited to teach the skills required to manage hotels, restaurants and institutional food service establishments.

Kenneth Etheridge, director of Cont Ed's business courses, believes there is "a growing awareness by students of the professional attitude now being taken by hotel and food service managers." As a result, he says, "the business is becoming more than a transient trade where you come in as a waiter and hope for a promotion."

A ten-course program will lead to a Certificate in Hospitality Management; no previous degrees are required, and students not wishing to go for the certificate will be able to take courses individually. Among the certificate seven compulsory courses are organizational behavior studies, food and beverage management, and hospitality marketing. Three electives are available from the following: hotel room administration and sales, hospitality accounting, commissary food services management, physical plant management, and interior design for restaurants and bars.

Among those teaching are Simon Cooper, personnel manager of the Chateau Champlain Hotel; David Ingimundson, regional director with A&W Food Services; Henry Kopke, president of Canadian Hotel Services; Lawrence Maloney, managing director of the Ritz Carlton Hotel; Heinz Marcyan, regional manager, CARA Corporation; and David Weightman, area food services manager, T. Eaton Company.

Evening courses are given in thirteen weekly two-hour sessions; the fee is \$75 per course. More from Kenneth Etheridge, Continuing Education, SGWU, 1455 de Maisonneuve W., Montreal (879-8400).